

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Nancy Parmet

DATE: February 12, 1993

FROM: Shelly Town-Rafferty

SUBJECT: Parliament Camera/T-Shirt Promotion Analysis (PPP 2, 1992)

Attached please find an analysis of the Parliament 3-Pack with Camera Promotion and T-Shirt Bounceback. This promotion was fielded at retail only in Region 1 in February, 1992.

I attempted to include a profile of bounceback responders in an attempt to gain insight/learning about Parliament consumers (especially purchasers at retail). Due to "keying" problems at PSC/LBCo. Database Group, however, this information is unavailable at this time.

cc: M. Antonoff

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